

Exhibit 1



Merril Longmore
Father | Husband | E-Commerce & Brand Protection Director | Investor | Crypto Enthusiast | Walk to Victory LLC

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Aaron Conant • 3rd+
Advisor, Thought Leader, Digital Matchmaker, Podcast H... 6mo •

The recent **#amazon** inventory reduction program has been dominating my conversations with brands of late.

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THE
DIGITAL DEEP DIVE
WITH AARON CONANT

Amazon's 1P vs 3P Dilemma
bwgstrategy.com • 3 min read

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Father | Husband | E-Commerce & Brand Protection Director | Inv...
What about when Amazon tells you you can't go 3p! Infuriating when they are intentionally gaping out on products and then tell us we can't do 3p either.

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Garrett Bluhm Yes, I listened to the podcast. Lots of good insights. Lots to think through for 2023 plan.

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